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TO: Tom Garguilo  
FROM: Carolyn Levy  
SUBJECT: RESEARCH RELATED TO "FREE"

DATE: November 8, 1989

January 1988	Focus Groups - New York City Merit Free Ads Shown to assess communication and trial interest.
February 1988	In-Depths - New York/Chicago Freeport and Next Ads Shown to smokers to assess communication/image/ interest.
September 1988	Name Test - Geographically dispersed markets Next, Princeton, Free, Freeport, Select, Next from Merit To assess liking and fit with concept.
October 1988	Name Test - Geographically dispersed markets Select, Concord, Free, Sigma, Next To assess liking and interest in trying.
October 20, 1988	In-Depths - New York Metro Merit Free/Next/Princeton Ads Shown to assess communication/image/interest.
December 1988/ January 1989	Name Test II - Geographically dispersed markets Merit Free, Next from Merit, Merit Next To assess liking and interest in trying.
January 1989	Ad/One Stick - Geographically dispersed markets Next and Merit Free Ads Shown to respondents and given one cigarette to smoke assess interest/market potential.
March 1989	Ad/Pack - Geographically dispersed markets Merit Free and Next Ads/Product Given to smokers to assess interest/market potential.
July 1989	Next Extended Use Test - National Sample Next/Free Plus Process To assess long term appeal of Next cigarettes.
Aug/Sept. 1989	Test Market Tracking - 4 Test Markets Next/Merit De-Nic Free Plus Process To assess awareness, trial, purchase and conversion to Next/Merit De-Nic.

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October 1989

Extract Name Test - Geographically dispersed  
markets

Free Style, Free Nyx, Nicotrol, Nicolean,  
Nature Plus, Flavor Max, PuraTaste, Free Plus,  
Pura-Flavor, UnicFree, TechNic, SuperTech  
To assess liking of names to describe  
extraction process.

November 1989

HTI Monadic Test - National Sample  
Next/Free Plus Process  
To asses consumer reaction to name/package/product.

*Carol - Long*

CL/et

cc: D. Beran  
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